

OVERSEAS PRESS CLUB BULLETIN

VOL. 33, NO. 18

NOVEMBER 1, 1978

HOTEL BILTMORE • 55 EAST 43RD STREET • NEW YORK, NEW YORK 10017 • (212) 687-2430

SCHMERTZ AND FRANKEL WILL SPEAK



Herbert Schmertz

Management Jobs Open Up For PR

Top management posts in American business are increasingly being filled by public relations professionals. Almost 2,200 have moved up to such levels during the last two decades, with close to 60% having achieved that status during the past ten years.

These findings were announced at the first seminar sponsored by *Public Relations News* October 24 at the Waldorf-Astoria Hotel. Attending was an audience of some 200 executives from the fields of communications, advertising, industry, publishing and public relations.

Key speakers included S. Bruce Smart, Jr., president and chief operating officer, The Continental Group, Inc. and Kerry King, senior vice president, Texaco Inc. Chairmen of the meetings were C. Robert Devine, vice president and director of corporate public affairs international, *Reader's Digest*, and Robert Keim, president, The Advertising Council, Inc.

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Does the right of free speech cover paid notices (i.e. advertising)?

Or going one step further, can a corporation use its advertising muscle to help sell its point of view on a delicate subject?

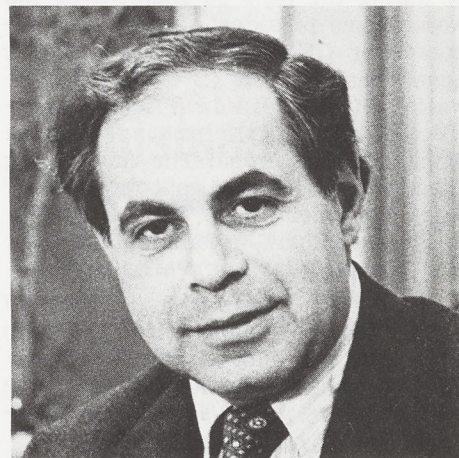
This spring, the U.S. Supreme Court ruled that such was the case, handing down a decision in the case of First National Bank of Boston vs. Bellotti. Commenting on the ruling, Herbert Schmertz, vice president for public affairs of the Mobil Oil Corporation, quotes Justice Powell's comment "...the press does not have a monopoly on the First Amendment or the ability to enlighten." Schmertz goes on to say that in his opinion, corporations should be accorded the same rights to free speech as the press or individuals.

Since the Overseas Press Club is one of the First Amendment's more vigorous defenders, "Shop Talk's" Larry Stessin and Gloria Zukerman invited Mobil's Schmertz to discuss his views at the club. He accepted and will join members and guests for cocktails and conversation on Tuesday, November 14, at 5:30 pm. Corridor talk at the club suggests that this will be one of the more lively evenings. If you can not attend, tune in to WNYC which broadcasts "Shop Talks" live.

Speaker Schmertz is uniquely qualified to debate his company's position. A lawyer by training (LLB, Columbia, '55), he has worked in corporate relations, domestic and international government relations and urban affairs. He joined Mobil in 1966 as manager of corporate labor relations. Most recently, Schmertz has testified before the House Sub-Committee on Commerce, Consumer, and Monetary Affairs.

Preceding Mr. Schmertz in the "Shop Talk" series, Harold M. Evans, editor of *The London Sunday Times*, will be luncheon speaker Wednesday, November 1, discussing freedom of the press around the world; and following

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Max Frankel

Business Editors Hear Ted Levine

Economic development, one of America's fastest-growing "industries" since World War II, faces a major shake-out in the next 10 years, a longtime development authority has predicted.

"Only the most efficient development groups will survive," according to Ted M. Levine, president of 18-year-old Development Counsellors International.

Until a few years ago, Levine said, "economic growth, like motherhood and apple pie, was considered good by definition," and in the past 30 years an estimated 5,000 states, cities, counties, chambers of commerce, banks, utilities and other area development promoters jumped on the bandwagon on the understandable premise that new industry spread the tax load and provided jobs and income to the community.

"But in the 1970's a whole new series of tough constraints to development have changed the rules almost totally," he said. Among these are

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MANAGEMENT JOBS

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Betsy Ann Plank, assistant vice president, Illinois Bell Telephone Company, received the *PR NEWS* PR Professional-of-the Year award. Also honored were 80 winners of the *PR NEWS* 1978 Gold Key awards given to PR people who last year were promoted to management posts ranging from vice president to CEO.

The awards were presented by *Denny Griswold*, founder and editor of *PR NEWS*. The latest *PR NEWS* analysis, she revealed, indicated that, of the 2,199 executives reported in the weekly during the past 20 years, over 100 were named president, chairman of the board, or CEO. Among them are, or have been, Herbert C. Cornuelle, Hawaiian Pineapple; Edwin Dodd, Owens-Illinois; Robert K. Heinmann, American Brands; Robert Keim, The Advertising Council; Charles H. Lundborg, Bank of America; James Roche, General Motors; J. Stanford Smith, International Paper; and George Weisman, Philip Morris.

The study further showed that, of the 80 public relations executives who were promoted last year to top management ranks, two became executive vice president, eight senior vice president, and 70 vice president.

Better ideas needed

Smart, whose company is the world's leading diversified packaging company, stated that the average CEO has had limited opportunity to become acquainted with the function of public relations. That situation, he declared, is changing rapidly, due primarily to "increasing social demands on business, usually initiated by activist groups and often ending up in laws and regulations and the media explosion, which has re-emphasized the need for candor, honesty, and openness." These changes, said Smart, have produced "a much greater need for businessmen to understand the broad environment in which they operate and to communicate to unfamiliar publics what they can do and are doing to meet the public's demands." He predicted that top management will rely more heavily on the public relations executive because ideas inimical to business "must be fought with better ideas, better articulated."

That assessment of the management and public relations interface earned agreement from Kerry King. But he added that "the CEO must recognize the need to provide opportunities for the public relations executive to earn management's confidence through regular access to the decision-making process."

Up-and-coming

Wednesday, Nov. 1, 12 noon cocktails; 12:30 luncheon. — SHOP TALK Luncheon. Guest: Harold M. Evans, Editor *The Sunday Times*, London (1975 International Editor of the Year) and author. Subject: Observations on photo journalism and freedom of the press around the world.

Tuesday, Nov. 14, 5:30-7:00 p.m. — SHOP TALK. Guest: Herbert Schmertz, Mobil Oil Corporation.

Tuesday, Nov. 28, 12 noon cocktails; 12:30 luncheon — SHOP TALK Luncheon. Guest: Max Frankel, Editor, Editorial Page, *The New York Times*.

Thursday, Nov. 9, 8 p.m. — Janis V. Klavins, bass-baritone, in a song recital of Schubert's "Die Shone Mullerin."

BUSINESS EDITORS

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environmental pressures, government regulations, inflation, increased energy costs and a growing shortage of prime industrial sites.

The "bottom line," he said, is that developers "can no longer go after new industry with a shotgun. Instead they must use a sniper's rifle to pick off only those industries or economic activities where their areas offer a decided provable competitive edge."

Levine said that such quarry should definitely not be limited to manufacturing, the traditional realm of area and economic developers. Instead he listed these "particularly hot" expansion opportunities: corporate headquarters, regional offices, sales centers, research and development facilities, tourist related accommodations, nursing homes, a wide spectrum of servicing and maintenance installations.

The DCI executive added that this new selective trend "opens up sizeable opportunities for the U.S. professional and trade press." In the past, he explained, most area developers tended to "shoot the works" in their advertising on major business publications. Alert developers today are beginning to utilize more fully in their ad schedules the kinds of specialized publications that will reach decision makers in one of a limited group of standard industrial classifications. "Not only are the chances of success greatly enhanced," he noted, "but the costs are usually far less."

Levine spoke at a special meeting of the New York Business Press Editors in New York City. President is Werner N. Brandis.

PLACEMENT

NATIONAL ASSOCIATION of chemical manufacturers (Scarsdale) seeks p.r. writer familiar with the field of synthetic-organic chemicals for press release, speeches, press contacts, etc. Salary in mid-teens. Please rush replies to Helen Alpert, OPC Placement Committee. This is a free service for all employers, and all OPC members.

Music Opener

The Overseas Press Club cordially invites members to attend a concert by Dr. Janis Klavins, M.D., Ph.D., bass-baritone, at the Biltmore Hotel, Thursday, November 9th at 8:00 p.m.

Although it is rare for an individual to distinguish himself in more than one professional career, Janis Klavins, musician and pathologist, is an exception to that rule. Dr. Klavins will be accompanied by Ilse Sass, who was born in Cologne and graduated from the Cologne Conservatory.

(Editor's note: the following cablegram was sent to Mr. Kreisky Oct. 23.)

**Federal Chancellor, Bruno Kreisky
Bundeskanzleramt
Ballhausplatz, A 10114
Wein, Austria**

Dear Chancellor Kreisky:

The Overseas Press Club of America, deeply concerned with Freedom of the Press and Freedom of Information report, fully supports the Austrian Government's protest to Moscow concerning Austrian Radio representative Erhard Hutter, who had to leave the U.S.S.R. and was denied a re-entry visa.

Hutter is also a correspondent for Austrian and Swiss papers.

**Henry Gellermann
President
Overseas Press Club of America**

FRANKEL WILL SPEAK

(Continued from page 1)

Mr. Schmertz, on Tuesday, November 28, Max Frankel, editorial page editor of *The New York Times*, will speak at a 12 noon luncheon. Reservations are suggested for all programs, (Mary Novick, 687-2430). A final thought; as editor in charge of *The Times* Op-Ed page (with Charlotte Curtis), where many of Mobil's paid editorials appear, Mr. Frankel doubtless has his opinions too. So come and listen.

—Charles Schreiber

WECHSLER LOOKS AT 'THE FARBER CASE'

(Editor's note: the following article by James Wechsler is reprinted from *The New York Post* by permission. Copyright 1978 New York Post. After it was written, Mr. Farber was given a suspended sentence and released Oct. 24.)

By James A. Wechsler

"The worst part is the realization that you can't go anywhere," Myron Farber said when I reached him by telephone yesterday at the Bergen County jail.

"It's not unbearable. But obviously the impact is greater when you're not used to being locked up. Even in the Army we used to get weekend passes."

In the legal textbooks it is destined to be coldly known as "the Farber case." Even now, as comments about the issues in the controversy multiply, the central character has become almost a forgotten man.

Indeed, the only quietly bitter note he recited during a 30-minute conversation was almost an afterthought. He said he was dismayed that none of the essayists who have written critically about his stand called him before publishing their judgments.

Yet surely, beyond all the admitted controversial aspects of "the case," the deeply human story involves the man. He is the father of two young children — an 8-year-old daughter and 4-year-old son.

He is facing six additional months in prison — an exile that could have been avoided if he had agreed to surrender all his files dealing with the case of Dr. Mario E. Jascalevich.

He is doing so in the face of criticism from some influential voices in his own profession accusing him (and *The Times*) of giving higher supremacy to the First Amendment rights of the press than those of a defendant in a murder case.

As he talks and answers questions, there is no faint intimation that he is revelling in any vision of martyrdom. Although he mutes any cries of self-pity, this is clearly not the voice of a man having the time of his life.

Neither, and perhaps most important, does it convey any tone of absolutist self-righteousness. If anything there is a tone of continuing encounter with conscience, as if during the long, lonely hours he has reviewed and rejected the option of easy escape.

What appears to disturb him most is the suggestion that he is insensitive to the complexities in the ancient battles of "free press and fair trial." Time and again he reverted to the con-

tention that it was "the breadth of the subpoena — the fishing expedition" that impelled him to fight back and risk imprisonment.

What would he have done if he knew his confidential file contained material that could be crucial to the defense and could not be found elsewhere?

"I would have to give the most serious consideration to turning it over," he replied.

Then he urged me to re-read the statement he delivered in court last July 24 when he testified under oath:

"There is nothing in my notes that would establish the defendant's guilt or innocence for the trial court, and there is certainly nothing that would lend credibility that he is being framed."

It seems a reasonable assumption that in stressing that passage, Farber was implicitly acknowledging a responsibility to divulge any notes that would illuminate "guilt or innocence" or sustain allegations of frame-up.

"I've never had a rigid position," he insists.

"But we cannot be invaded wholesale."

That is essentially his answer when he is asked whether he has usurped the role of judge — and conceivably imperiled the defendant — by his own appraisal of the non-significance of the unrevealed files.

"I'm not saying I have the authority. I say again you have to weigh the idea of invading our entire press file against a threshold showing that it's critical. If they can't make that, they can't have access."

"It is a matter of weighing things in balance."

This is the point on which much of the unresolved conflict hinges, with Farber and *The Times* both maintaining that they have never had a real day in court to press the position.

"I believe every defendant is entitled to a fair trial and due process — and I think that also includes me," he adds.

Reasonable legal scholars may — and will — argue the matter of where the line can ultimately be drawn. Some contend that *The Times* should have sought to negotiate a private understanding with the court in the first phase of the dispute, especially if convinced that Farber's notes — on informal inspection — would have been deemed irrelevant and inconsequential.

They assert that simplistic First Amendment rhetoric clouded the air, creating the impression — vigorously disclaimed by Farber — that he and his

newspaper were unconcerned about the defendant's rights.

But the last words have not been spoken. Meanwhile it must be said with some passion that Farber's continued imprisonment while such tough questions are being litigated is senseless vindictiveness, and the six-month criminal sentence an indefensible injustice. Even his detractors should be preposed to say that the punishment is monstrously disproportionate to "the crime."

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OPC BULLETIN

Published on the 1st and 15th of each month by the Overseas Press Club of America, Inc. Air-mailed to members overseas. First-class mail to others.

John Guenther, Chairman and Editor; Helen Alpert, Matt Bassity, Ruth Biemiller, George Burns, Blythe Foote Finke, Ben G. Frank, Thomas J. Kraner, Ralph Leviton, Rosalind Moore, Grace Naismith, Rebecca Riger.

Who, What, Where

By GRACE NAISMITH

NEW LOOK: John K. Cooley, after serving 14 years as Middle East correspondent for *The Christian Science Monitor*, has been assigned to Washington as defense correspondent. He will cover the Pentagon and other national security matters... **Marjorie Young** was elected first woman president of The Veterans of Safety International at the recent annual National Safety Council Congress in Anderson, South Carolina. Longtime member of OPC, she is also president of the Anderson County Historical Society and co-ordinator of the 1979 Landmark Conference for South Carolina. She is editor of *The Safety Journal*.

BOOKS: Henry P. McNulty, 25 Chesham Place, London S.W. 1, is author of a light-hearted book, "Drinking in Vogue," published by Andre Deutsch. McNulty says rum and coconut oil will prevent nappy rash (rubbed on freshly-bathed babies in Jamaica.) And that the whiskey, Laphroaig, distilled on Islay off the west coast of Scotland, has an aroma of seaweed and tarry rope because it comes from the burning peat used to treat the barley. McNulty, who writes about wine for *Vogue*, has some new recipes for cocktails in his new guide, including some with slivowitz, tequila and one called nettle tea... **Charles G. Spiegler** has finished a book for Globe Book Co., Inc. (a subsidiary of Esquire) called "A Matter of Judgment." Roger Goodman has collaborated with Spiegler on the book, which is "an anthology of moral values." Spiegler has an article in a recent *Women's American ORT Reporter*. He has been an educator in New York schools and colleges for many years and has written several books and articles for the *New York Times*, *Reader's Digest* and *Scholastic*.

MAGAZINES: Nino Lo Bello writes from Vienna that he has articles in the *Paris International Herald Tribune*, TWA Ambassador, PanAm's Clipper, American Airlines' American Way, Northwest Airline's Passengers, Luft-hansa's Jet Tales, SAS's Scanorama and Singapore Airlines' Silver Kris. Coming up are assignments on world ploughing for *The Reader's Digest*, a piece on Sophia Loren for *Playboy*, and one on Austrian skiing for *Travel/Holiday* and, after The Strike, a travel feature on Florence for *The New York Times*.

HONOR: Barney Oldfield, described as "a fast-talking bundle of

enthusiasm with beguiling ways" was recently presented with a Distinguished Service Award by the 32-year-old Radio and Television Directors Association. Honored for his dedication to the organization's scholarship efforts, Col. Oldfield is the 6th person to receive the award, joining such notables as Dr. Frank Stanton, Gen. David Sarnoff, Prof. Mitchell Charnley, Dr. Robert Kintner, and NBC correspondent Ted Yates. Oldfield is with Litton Industries, Inc., in Beverly Hills, Calif.

COMMUNICATOR: Edwin E. Dowell, pr director, Kennecott Copper, recently chaired a communications session at the 550-member American Mining Congress' International Mining Show in Las Vegas. His next stop: Kansas City with a pr/communications workshop for AMC.

SAD NEWS: The wife of Mark J. Henahan died of a stroke Sept. 11. For many years she was publicity chairman for the New York Chapter of the United Nations Association and vice president of the American Mothers Committee... **Sidney W. Kirsten**, a foreign correspondent in Berlin and Paris for *The Chicago Tribune* in the late 1920's, along with journalists such as Jules Frantz, Lamar Middleton, Sam Dashiell and **Sigrid Schultz**, died September 27. A founding member of the OPC, he was proud to carry a Founding Member Card, which he wanted to bequeath to the club after his death.

VISITING ROYALTY: Hildegard Fillmore, Betty Etter and Angier Biddle Duke met Queen Sofia of Spain at the Little Palace this summer, during a visit to attend a special restoration conference of the International Fund for Monuments.

Murrow Fellowship Competition Open

The Council on Foreign Relations has announced its annual *Edward R. Murrow* Fellowship competition for 1979-1980, open to American journalists working in the field of international affairs. It is made possible by a grant from the CBS Foundation.

The Fellowship offers the recipient a nine-month period of study and research at the Council's headquarters in New York and a stipend equivalent to the Fellow's current salary. A Fellow may take courses at one of the metropolitan universities if he wishes.

The Council is a private, non-profit membership organization engaged in study and research in the field of international relations. Fellows are encouraged to attend Council meetings, seminars and study groups and to use its extensive library.

The selection committee is composed of John Chancellor, NBC news correspondent; Ralph P. Davidson, Vice President of Time, Inc.; James L. Greenfield, assistant managing editor, *The New York Times*; Richard C. Hottelet, CBS News; Norman E. Isaacs, chairman, The National News Council; Murrey Marder, senior diplomatic correspondent, *The Washington Post*; and Michael J. O'Neill, *N.Y. Daily News*.

Marilyn Berger, Director of Programs, Council on Foreign Relations, serves as secretary to the committee. The deadline for applications is April 2, 1979. Application blanks and further information can be obtained by writing to Ms. Berger at the Council, 58 East 68th Street, New York, N.Y. 10021.

Are your name, title, and address correct? If not... make corrections on the mailing panel below, insert in envelope and return it to the OPC!

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